

REMARKS

Applicant has reviewed the Office Actions dated April 4, 1996 and May 23, 1996 and responds with the foregoing claim amendments and the following remarks.

In the Office action, claims 1-16 were allowed. Claims 17-20 were rejected based upon, Safeway Stores club card (Examiner's Official Notice example), or Eyeing the Consumer, or Dinerstein '113 in view of Tai. In rejecting claims 17-20, the Examiner indicates that:

Eyeing the Consumer states that "stores are using store debit cards to identify buying habits of individuals."

"Dinerstein discloses the same system using checks as the identifying medium rather than a card."

"Tai notes that individually coded coupons were known which allowed the identification of who actually redeemed the coupon."

However, in none of the citations relied on is it disclosed or suggested to provide a circulation medium with indicia including a machine readable identification code means which is caused to be distributed to potential users and which is associated with the

identification code means and which is associated with the addressee of the distributed circulation medium and with data identifying at least one item to be offered at a discount. Nor, is it disclosed or suggested to provide means for tabulating items and for recording the items purchased by the bearer of the circulation medium and to provide means for calculating the at least one discount on the item offered at discount by said identification code means. In short, the present amendments to claim 17 have been made to place this claim in substantially the same form as that of independent claims 1 and 16 which have been allowed. Therefore, Applicant respectfully requests allowance of the present application of all claims at the earliest possible date.

Also, Applicant notes the discrepancy pointed out by the Examiner between the Specification title and the title referenced in the Declaration. Applicant notes that through an inadvertent error, the title referenced in the Declaration is wrong. Accordingly, a Supplemental Declaration is submitted herewith which references the present application according to the title page of the specification.

Finally, Applicant submits herewith an Information Disclosure Form (PTO 1449) with copies of publications which Applicant would like to have made of record. Please charge to our deposit account 16-1350 the fee required under 37 CFR 1.97 for the filing of this

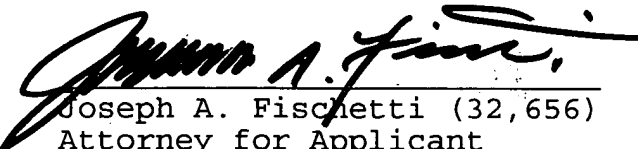
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Applicant further requests that the requirement for formal drawings be held in abeyance until such time that a notice of allowance is issued at which time formal drawings will be submitted.

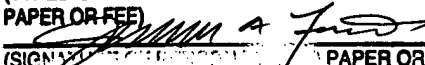
Please charge our Deposit Account No. 16-1350 for any fees necessitated by the filing of this response including any fee needed for extension(s) of time.

Applicant invites Examiner Shepperd to contact its undersigned Attorney, Joseph A. Fischetti, should he wish to make any further changes by Examiner's amendment in this case in order to move it toward allowance.

Respectfully submitted,


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Aug. 22, 1996
Date

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